

## CLAIMS

What is claimed is:

1. A method of presenting information regarding products, suppliers and offeror to customers in a virtual shopping mall comprising:

5           providing a map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall;  
          assigning a customer an initial position having a set of coordinates within the shopping mall;

10           presenting at least one multimedia object to a customer indexed to said initial position;

          updating said initial position to a subsequent position responsive to a position change command from a customer; and

          presenting at least one multimedia object to a customer indexed to said subsequent position.

- 15   2. The method as set forth in Claim 1 wherein said steps of presenting multimedia a object comprise presenting a visual image of a mall or store interior.

3. The method as set forth in Claim 2 wherein said steps of presenting a visual image of a mall or store interior further comprise the steps of:

          providing a customer-selectable hot spot within said visual image; and

20           updating said customer's position responsive to selection of said hot spot.

4. The method as set forth in Claim 1 wherein said steps of presenting multimedia objects comprise presenting a sound clip representative of background sound within a mall or store interior.

5. A computer readable medium encoded with software causing a computer to perform the following actions:

provide a map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall;

assign a customer an initial position having a set of coordinates within the shopping mall;

10 present at least one multimedia object to a customer indexed to said initial position;

update said initial position to a subsequent position responsive to a position change command from a customer; and

15 present at least one multimedia object to a customer indexed to said subsequent position.

6. The computer readable medium as set forth in Claim 5 wherein said software for performing the action of presenting a multimedia object comprises software for presenting a visual image of a mall or store interior.

7. The computer readable medium as set forth in Claim 6 wherein said software for presenting a visual image of a mall or store interior further comprises software for performing the actions of:

provide a customer-selectable hot spot within said visual image; and

update said customer's position responsive to selection of said hot spot.

8. The computer readable medium as set forth in Claim 5 wherein said software for presenting a multimedia object comprises software for presenting a sound clip representative of background sound within a mall or store interior.

- 5 9. A shopping mall browser comprising:

a mall map display for showing a customer a geographical organization of a virtual mall contents, said map having a coordinate system associated with positions within the virtual shopping mall;

a customer position initializer for assigning an initial customer having a set of coordinates within the shopping mall;

a position tracker for updating said initial position to a subsequent position responsive to a position change command from a customer; and

a multimedia object presenter for presenting at least one multimedia object to a customer indexed to said initial position or said subsequent position.

10. The shopping mall browser as set forth in Claim 9 wherein said multimedia object presenter is adapted to present a visual image of a mall or store interior.

11. The shopping mall browser as set forth in Claim 10 wherein said multimedia object presenter is further adapted to provide a customer-selectable hot spot

within said visual image and to update a customer position responsive to selection of said hot spot.

12. The shopping mall browser as set forth in Claim 9 wherein said multimedia object presenter is adapted to present a sound clip representative of background sound within a mall or store interior.